微博改变一切

MICRO-BLOG: CHANGING THE WORLD

告诉你关于微博的一切

李开复 著



上海财经大学出版社



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微博改变一切

MICRO-BLOG: CHANGING THE WORLD

李开复 著

微博改变了我的生活，
也将改变你的未来
李开复

上海财经大学出版社

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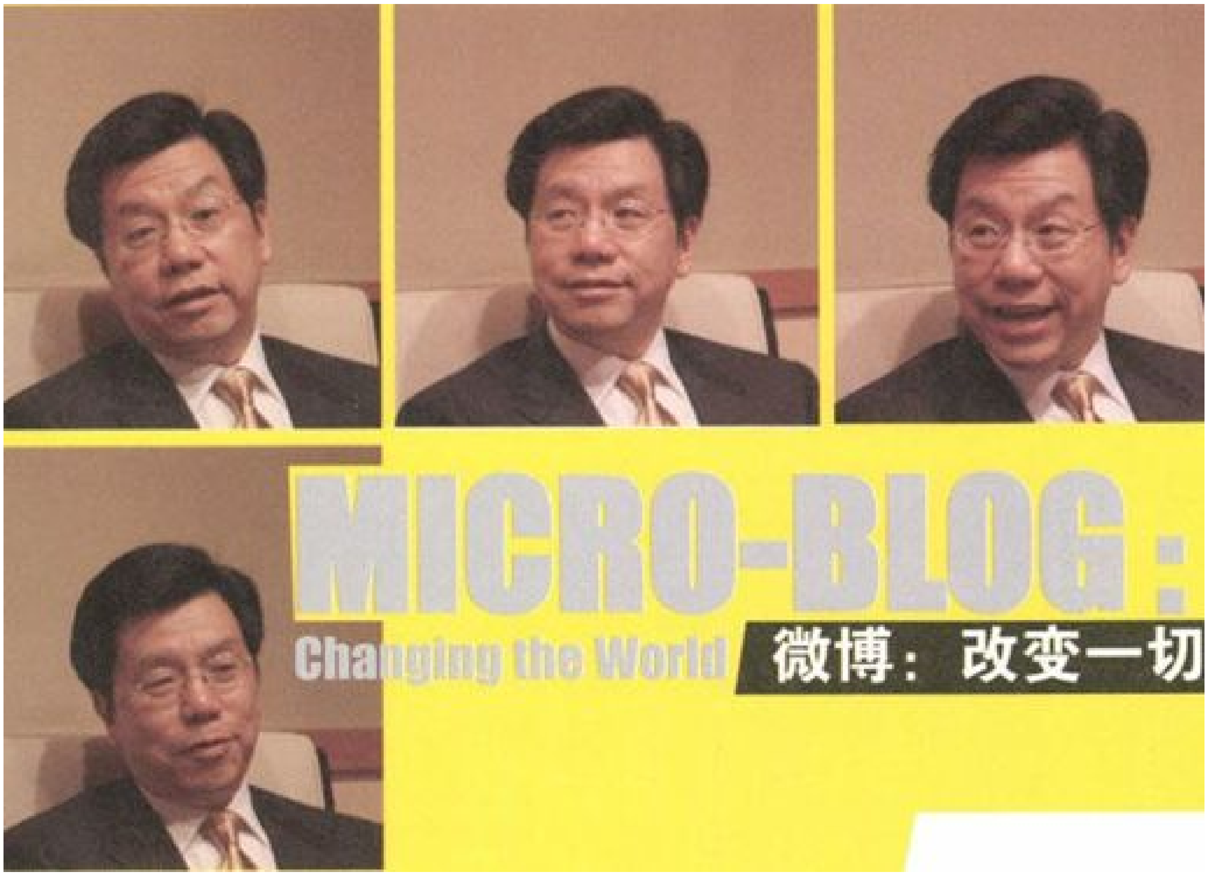
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MICRO-BLOG: Changing the World

微博：改变一切















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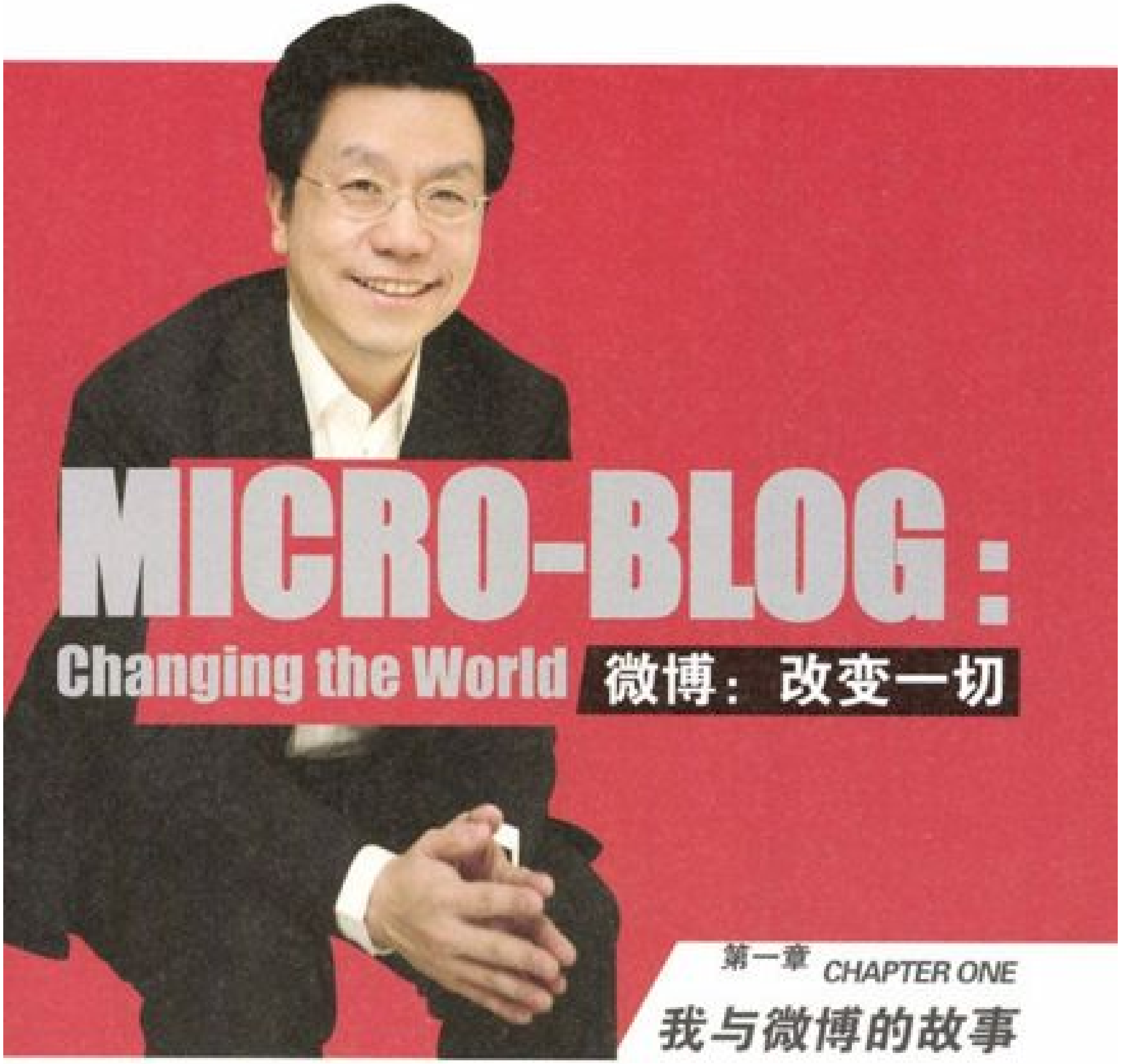
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MICRO-BLOG: Changing the World 微博：改变一切

第一章 CHAPTER ONE

我与微博的故事

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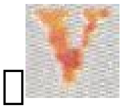
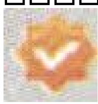
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Kaifulee[illegible]Dear imposter Kaifulee: U pretended to be me for 3 months. You've been reasonable, but with the Reuter's coverage, had to get my name back.[illegible]

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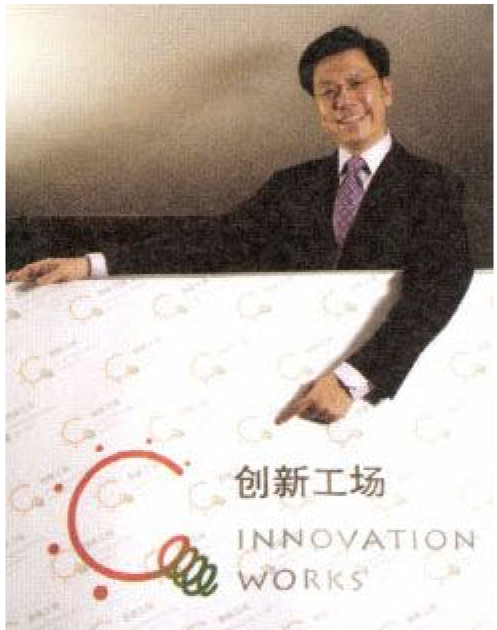


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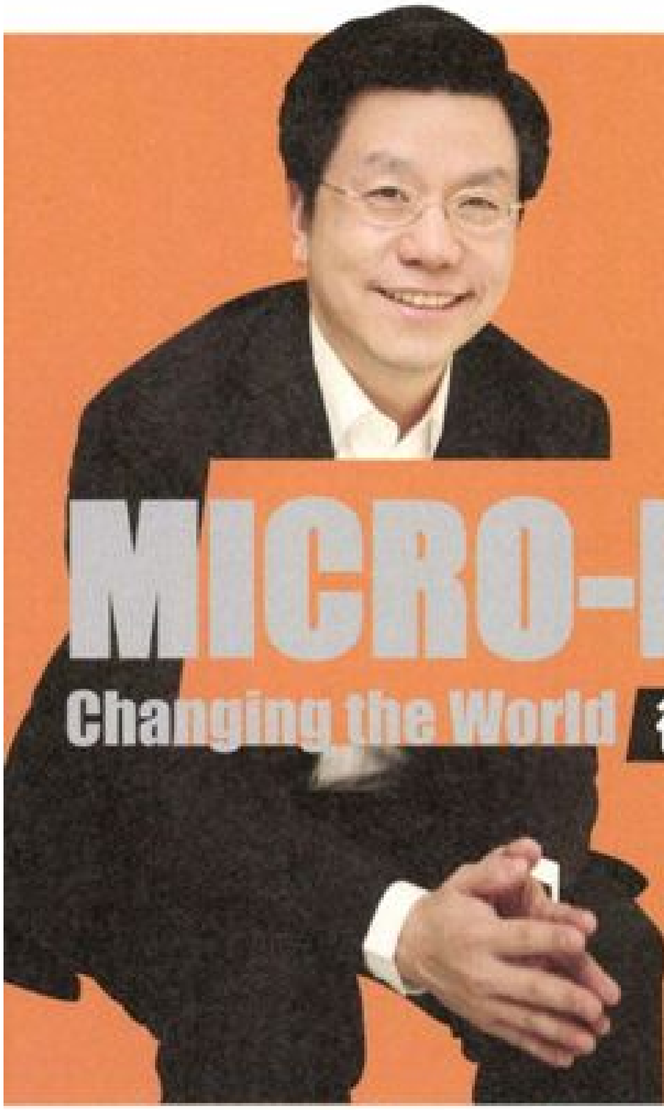
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MICRO-BLOG:

Changing the World 微博：改变一切

第二章 CHAPTER TWO

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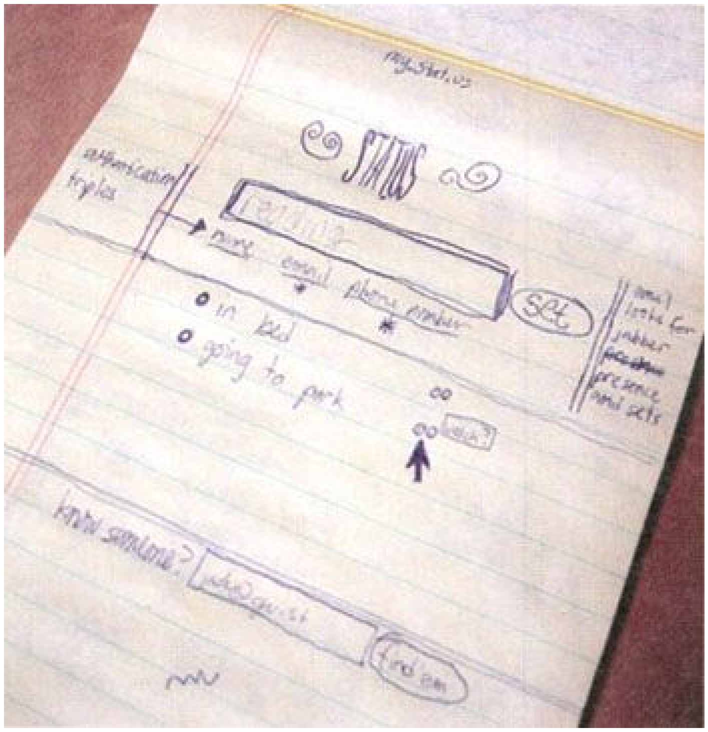
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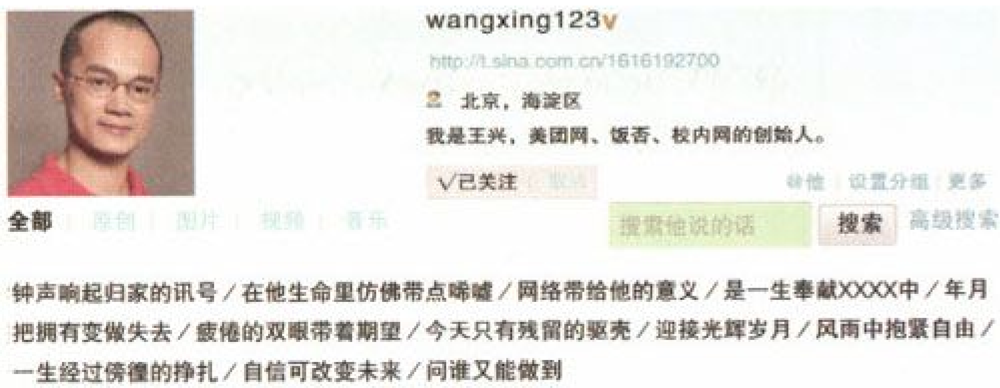
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wangxing123
http://t.sina.com.cn/1616192700
北京，海淀区
我是王兴，美团网、饭否、校内网的创始人。
√已关注
设置分组
更多
全部
搜索他说的话
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高级搜索
钟声响起归家的讯号／在他生命里仿佛带点唏嘘／网络带给他的意义／是一生奉献XXXX中／年月把拥有变做失去／疲倦的双眼带着期望／今天只有残留的躯壳／迎接光辉岁月／风雨中抱紧自由／一生经过傍徨的挣扎／自信可改变未来／问谁又能做到


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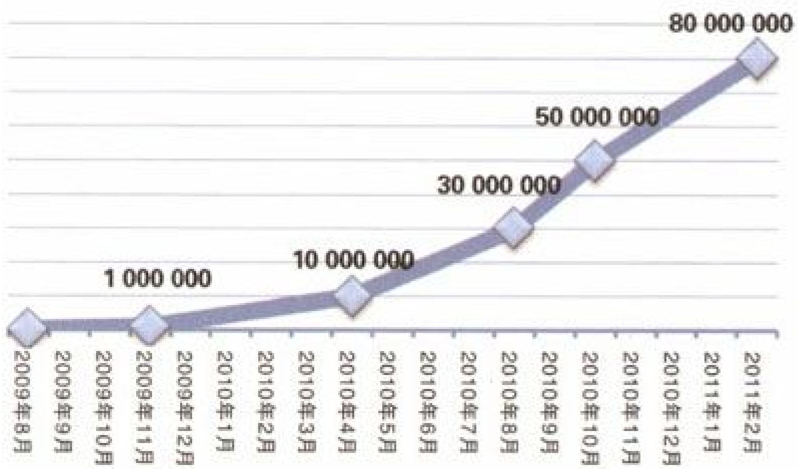
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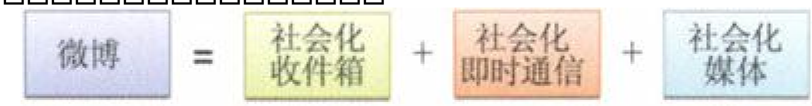
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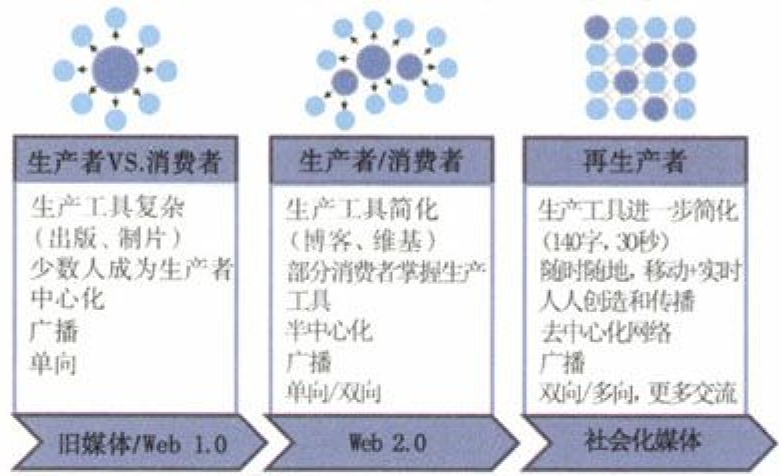


第三章 CHAPTER THREE

微博的魅力从哪里来

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微博
=
社会化
收件箱
+
社会化
即时通信
+
社会化
媒体



生产者VS.消费者
生产工具复杂
（出版、制片）
少数人成为生产者
中心化
广播
单向
旧媒体/Web 1.0
生产者/消费者
生产工具简化
（博客、维基）
部分消费者掌握生产工具
半中心化
广播
单向/双向
Web 2.0
再生产者
生产工具进一步简化
（140字，30秒）
随时随地，移动+实时
人人创造和传播
去中心化网络
广播
双向/多向，更多交流
社会化媒体

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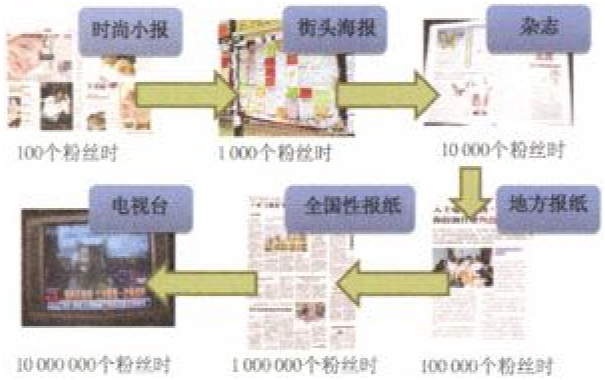
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100个粉丝时
街头海报
1 000个粉丝时
杂志
10 000个粉丝时
地方报纸
100 000个粉丝时
全国性报纸
1 000 000个粉丝时
电视台
10 000 000个粉丝时



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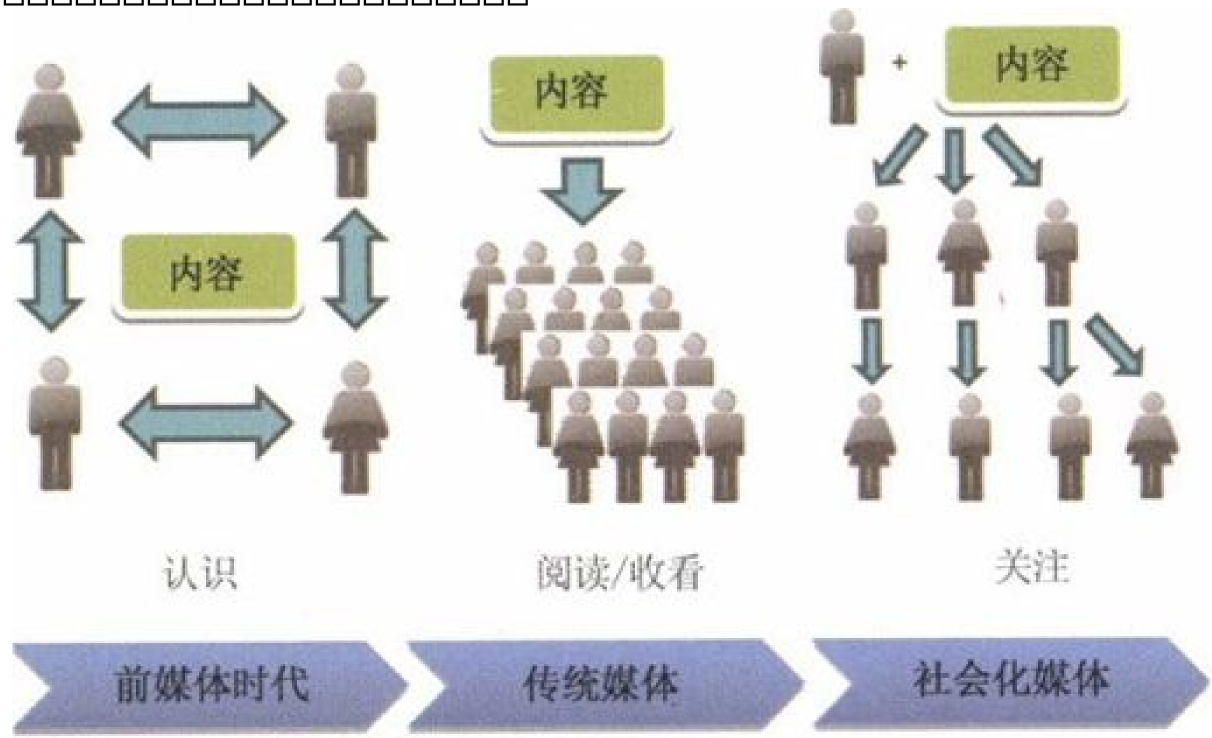


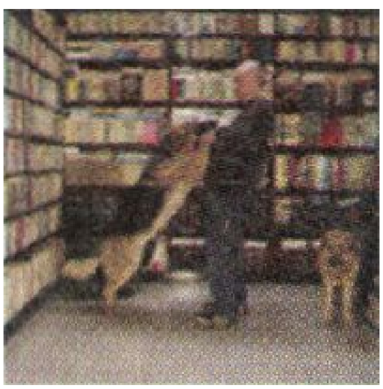


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内容
内容
+
内容
认识
阅读/收看
关注
前媒体时代
传统媒体
社会化媒体





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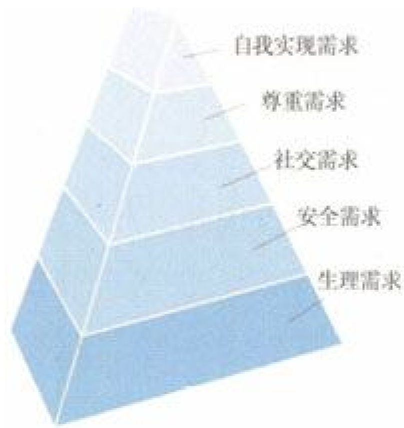


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自我实现需求
尊重需求
社交需求
安全需求
生理需求

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MICRO-BLOG: Changing the World 微博：改变一切

第四章 CHAPTER FOUR

开复教你写微博

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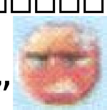
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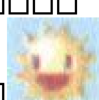
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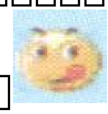


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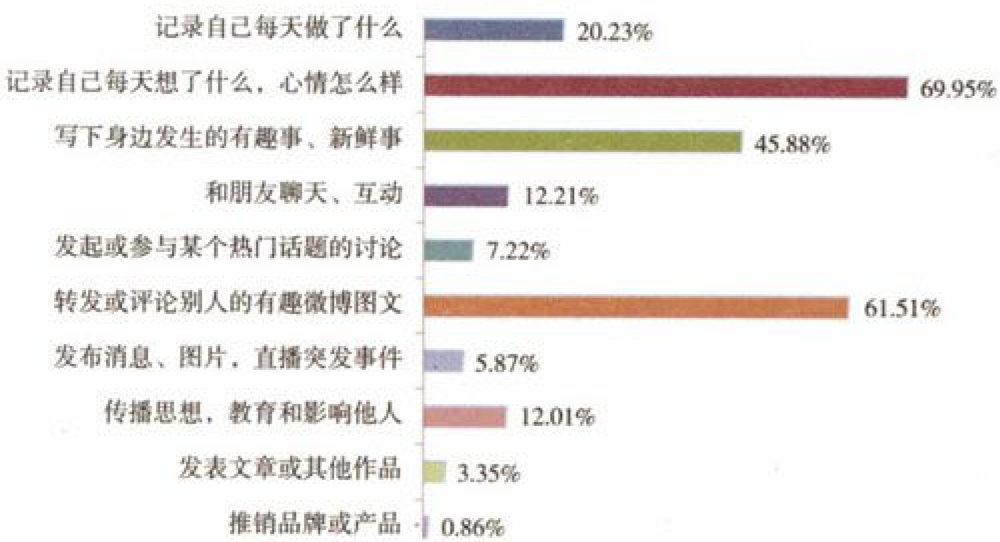
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记录自己每天做了什么 20.23%
记录自己每天想了什么，心情怎么样 69.95%
写下身边发生的有趣事、新鲜事 45.88%
和朋友聊天、互动 12.21%
发起或参与某个热门话题的讨论 7.22%
转发或评论别人的有趣微博图文 61.51%
发布消息、图片，直播突发事件 5.87%
传播思想，教育和影响他人 12.01%
发表文章或其他作品 3.35%
推销品牌或产品 0.86%

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新闻 31.01%
时事评论 35.62%
朋友境况和心情 35.13%
休闲娱乐 29.43%
演艺明星动态和八卦 18.56%
名人的思想和言论 65.73%
专家推荐和分析 10.73%
学习知识 17.21%
励志格言 12.82%.
微小说和文学创作 3.73%
购物折扣信息 1.17%
小道消息 4.57%

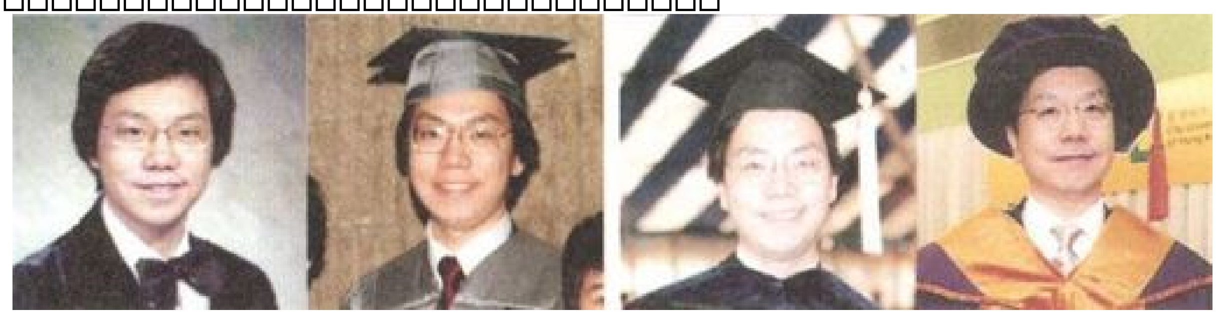


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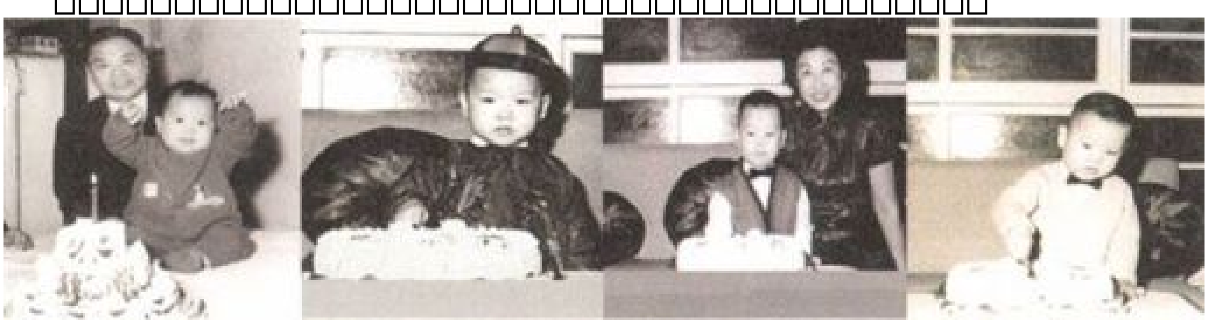
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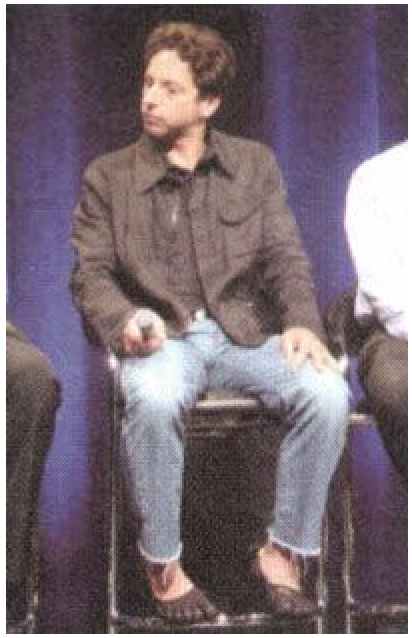


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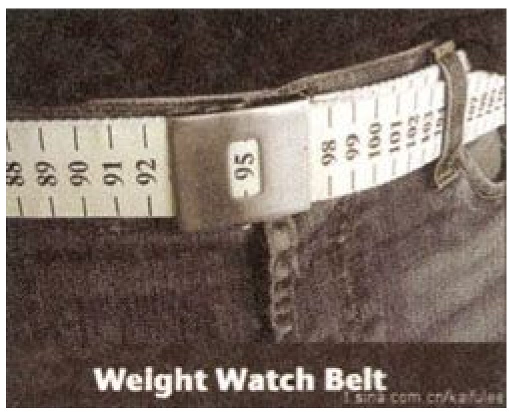
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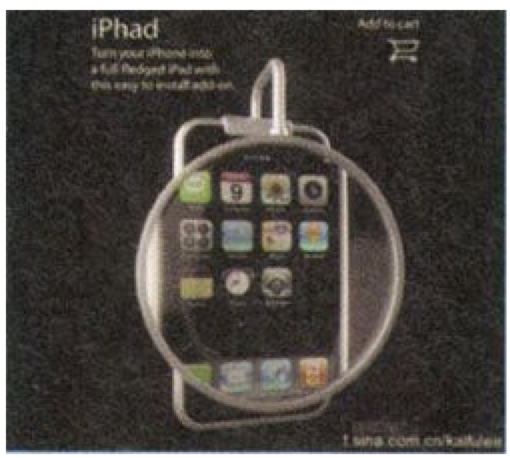
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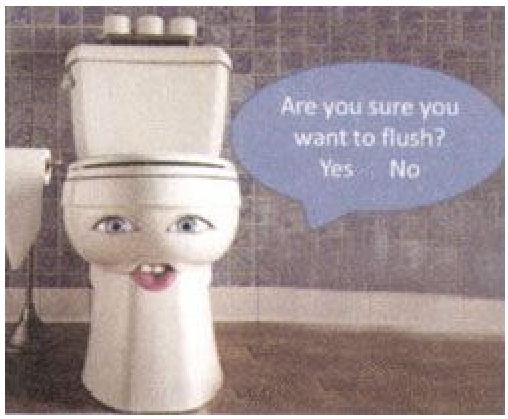
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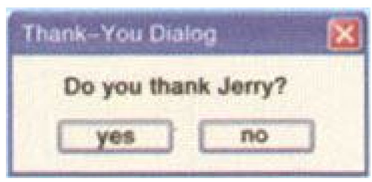
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第五章 CHAPTER FIVE

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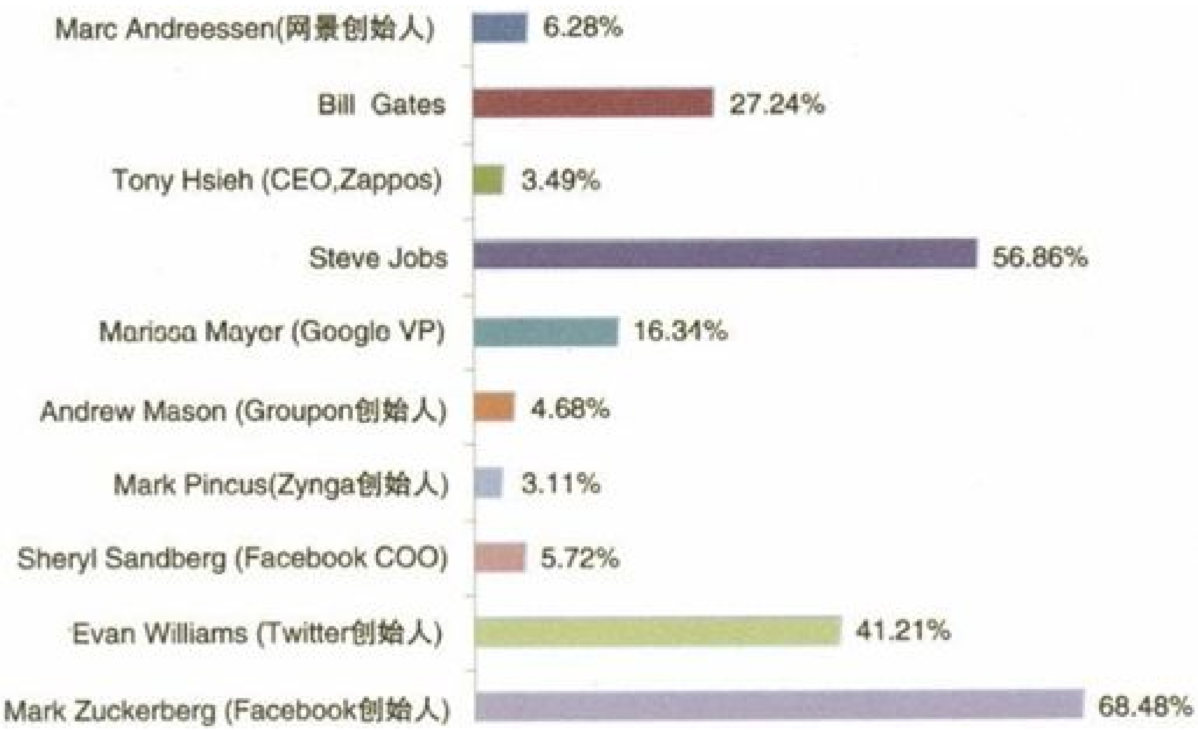
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[illegible] I failed my way to success.——Thomas Edison

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第六章 CHAPTER SIX

微博的商机和未来

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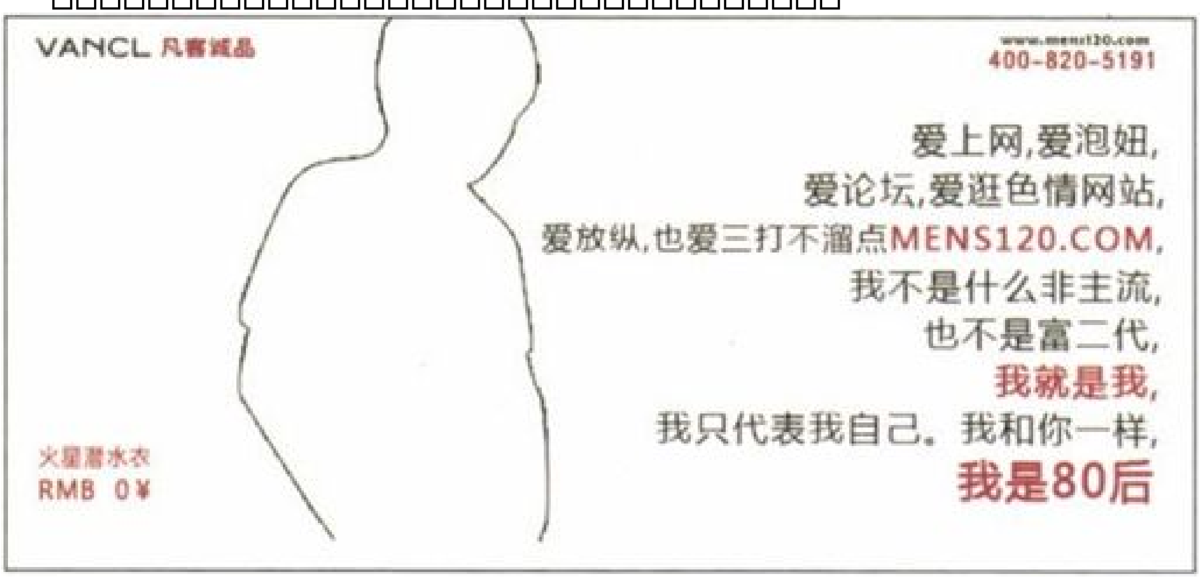
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也爱2块钱的烤地瓜
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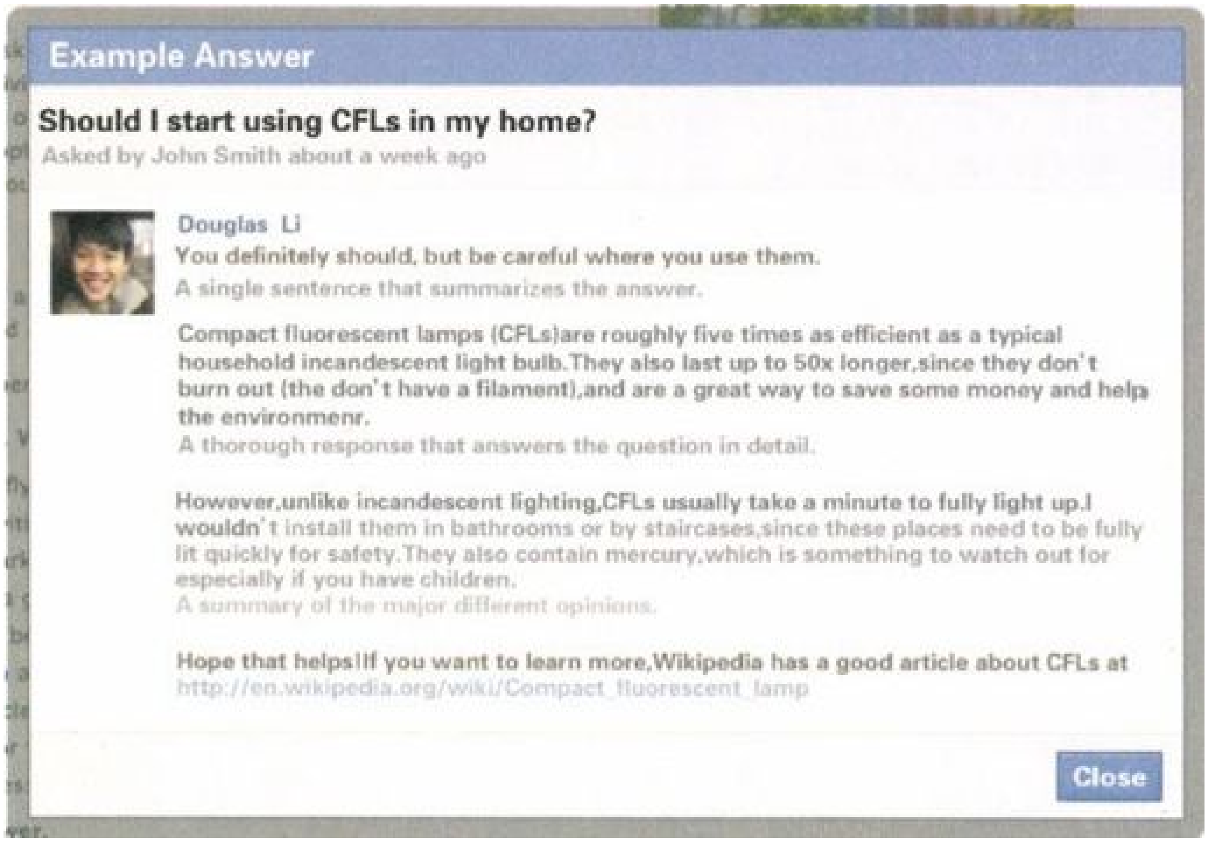
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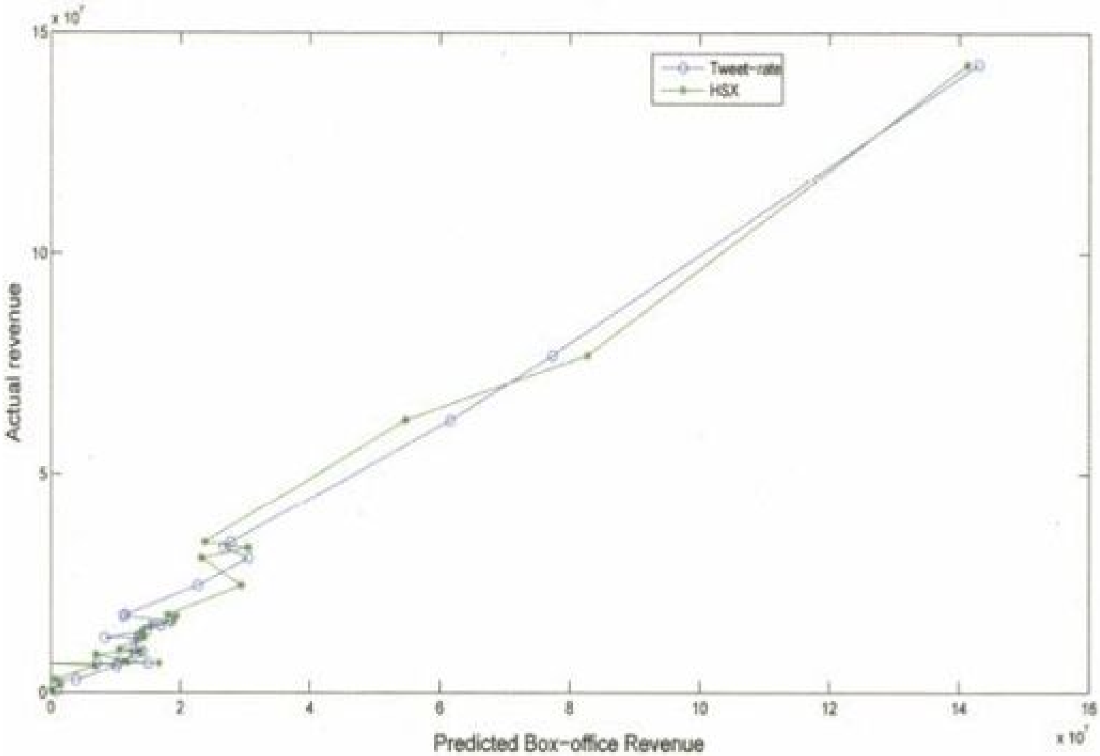
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Example Answer
Should I start using CFLs in my home?
Asked by John Smith about a week ago
Douglas Li
You definitely should, but be careful where you use them.
A single sentence that summarizes the answer.
Compact fluorescent lamps (CFLs)are roughly five times as efficient as a typical household incandescent light bulb.They also last up to 50x longer,since they don't burn out (the don't have a filament),and are a great way to save some money and help the environmenr.
A thorough response that answers the question in detail.
However,unlike incandescent lighting,CFLs usually take a minute to fully light up.I wouldn't install them in bathrooms or by staircases,since these places need to be fully lit quickly for safety.They also contain mercury,which is something to watch out for especially if you have children.
A summary of the major different opinions.
Hope that helps!If you want to learn more,Wikipedia has a good article about CFLs at http://en.wikipedia.org/wiki/Compact_fluorescent_lamp
Close

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Cecelia Declan, 42
1ST CONNECTION
COLLEAGUE
Not Attending
John Smith
Gabriel Rutledge
Charles Thompson
On their way
Elliot Randall
Marc Legget
Amy Wallace
Nancy Duate, 26
2ND CONNECTION
VIA WORK
Design and Development Conference
28 Sep - 1 Oct
9am - Web Design for the Mobile Age
11am - Agile Development Workshop
12pm - Lunch @ Ecco
MORE>

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附录一 APPENDIX ONE

开复微博语录

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@[illegible]_Freeman[illegible]



2010-7-12 22:29

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Steve Jobs[illegible]http://sinaurl.cn/GZPeW

2010-8-28 15:50

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> @[illegible]Dave McClure[illegible]http://sinaurl.cn/b86FQ[illegible]1[illegible]2[illegible]3[illegible]

2010-9-13 06:04

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2010-10-29 19:38

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> @evdemon[illegible]——The 11 Harsh Realities Of Being An Entrepreneur http://sinaurl.cn/h4mUix

2010-11-8 21:59

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2010-12-16 14:36

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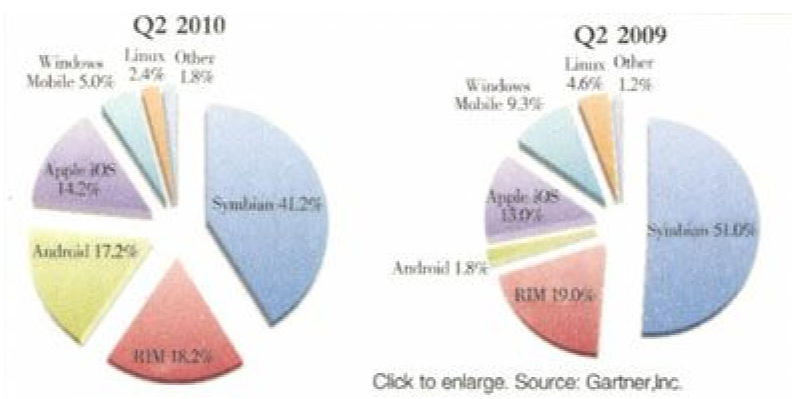
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[illegible]Google[illegible]1[illegible]2[illegible]3[illegible]4[illegible]Windows Mobile[illegible]

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Month	IE	Firefox	Chrome
8/2008	75.13%	19.21%	0.00%
9/2008	74.18%	19.07%	1.10%
10/2008	73.64%	19.60%	1.00%
11/2008	71.61%	21.21%	1.11%
12/2008	70.50%	21.69%	1.40%
1/2009	69.72%	22.11%	1.52%
2/2009	69.23%	22.58%	1.54%
3/2009	68.46%	23.30%	1.62%
4/2009	67.77%	23.84%	1.79%
5/2009	68.10%	22.75%	2.18%
6/2009	68.32%	22.43%	2.40%
7/2009	67.68%	22.47%	2.50%
8/2009	66.97%	22.98%	2.84%
9/2009	65.71%	23.75%	3.17%
10/2009	64.64%	24.07%	3.58%
11/2009	63.62%	24.72%	3.93%
12/2009	62.69%	24.61%	4.63%
1/2010	62.12%	24.43%	5.22%
2/2010	61.58%	24.23%	5.61%
3/2010	60.65%	24.52%	6.13%
4/2010	59.95%	24.59%	6.73%
5/2010	59.75%	24.32%	7.04%
6/2010	60.32%	24.81%	7.24%
7/2010	60.74%	22.91%	7.16%
8/2010	60.48%	22.90%	7.50%
9/2010	59.62%	22.97%	7.99%
10/2010	59.18%	22.83%	8.50%
11/2010	58.44%	22.76%	9.26%

2010-12-13 10:47

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2009-9-17 22:24

[illegible]——My Good-Bye Party at Google: http://sinaurl.cn/htotw

2009-9-22 11:25

[illegible]

[illegible]7000[illegible]

2009-9-8 22:26

[illegible]“[illegible]”[illegible]“[illegible]”

2009-9-13 09:36

[illegible]Jason[illegible]

2009-12-25 01:01

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

2010-2-11 09:09

[illegible]1[illegible]2[illegible]3[illegible]

2010-3-20 07:55

[illegible]



2010-9-7 09:07

[illegible]3D hologram[illegible]



2010-9-7 09:11

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]chuangxin.com[illegible]

2010-10-27 20:47

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

2010-12-8 09:16

[illegible]

2010-12-17 11:03

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2009-8-29 19:42

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2009-11-14 18:30

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2009-11-14 21:24

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2009-11-14 21:25

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2009-11-14 21:26

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2009-11-14 21:27

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2010-9-10 08:24

[illegible]swoff[illegible]Sister Mary David[illegible]

2010-9-10 08:33

[illegible]1[illegible]2[illegible]3[illegible]

2010-9-23 11:37

[illegible]

2010-11-29 08:41

[illegible]1[illegible]2[illegible]3[illegible]4[illegible]5[illegible]

@[illegible]“[illegible]”[illegible]

2010-12-6 05:45

[illegible]

2010-12-6 06:19

[illegible]7[illegible]Microsoft Publisher[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

2010-12-23 08:44

[illegible]85[illegible]1[illegible]2[illegible]3[illegible]4[illegible]5[illegible]6[illegible]

2010-12-23 21:55

[illegible]1[illegible]2[illegible]3[illegible]

2010-12-24 11:00

[illegible]1[illegible]2[illegible]name dropping[illegible]3[illegible]4[illegible]5[illegible]6[illegible]

2010-12-27 17:58

[illegible]

[illegible]·[illegible]“[illegible]‘[illegible]’”[illegible]

2010-7-23 23:03

[illegible]“[illegible]”——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

2010-10-4 02:53

[illegible]Better is the enemy of Good.——Voltaire[illegible]

2010-11-5 10:10

[illegible]No matter what you past has been, you have a spotless future.[illegible]

2010-11-10 15:36

[illegible]“[illegible]”——Ed Catmull, Pixar[illegible]

2010-11-22 11:24

[illegible]·[illegible]“[illegible]14[illegible]21[illegible]7[illegible]”[illegible]

2010-11-27 10:56

[illegible]

2010-11-28 11:51

[illegible]“Stay hungry, stay foolish”[illegible]Whole Earth Catalog[illegible]“[illegible]”

2010-12-4 14:19

[illegible]Ideal: hopeless to achieve, but necessary to pursue, because the pursuit gives meaning to your life.[illegible]

2010-12-6 16:40

[illegible]pleasure[illegible]passion[illegible]higher purpose[illegible]higher purpose[illegible]“[illegible]”[illegible]higher purpose[illegible]

@[illegible]——[illegible]

2010-12-8 07:04

[illegible]The market can stay irrational longer than you can stay solvent.[illegible]

2010-12-9 21:16

[illegible]

2010-12-10 09:18

[illegible]“[illegible]”[illegible]



2010-12-13 15:57

[illegible]“[illegible]”[illegible]

2010-12-15 14:25

[illegible]“[illegible]”——[illegible]

2010-12-17 10:40

[illegible]

2010-12-17 13:19

[illegible]

2010-12-17 13:24

[illegible]1[illegible]2[illegible]3[illegible]

2010-12-20 10:28

[illegible]

2010-12-20 14:30

[illegible]“[illegible]”[illegible]B. F. Skinner[illegible]“[illegible]”[illegible]

2010-12-21 09:l4.

[illegible]1[illegible]2[illegible]3[illegible]4[illegible]

2010-12-21 09:34

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

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[illegible]

2010-12-24 16:19

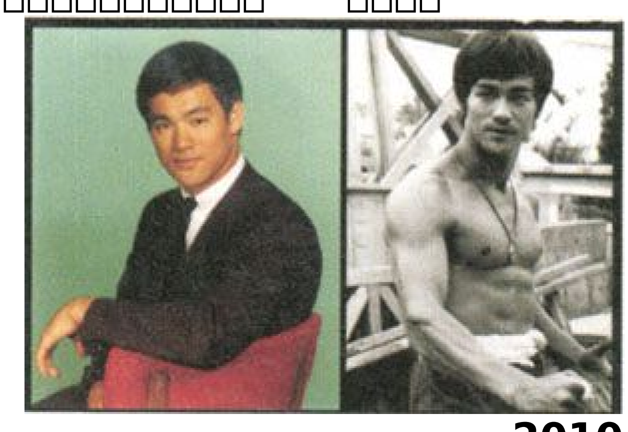
[illegible]The question is not what you look at, but what you see.——Henry David Thoreau[illegible]

2010-12-25 16:29

[illegible]

2010-12-26 15:33

[illegible]A goal is not always meant to be reached, it often serves simply as something to aim at.——Bruce Lee[illegible]——[illegible]



2010-12-26 16:20

[illegible]A goal is just a dream with a deadline.——Napoleon Hill[illegible]

2010-12-27 10:48

[illegible]Be yourself and not what others expect you to be. Say what you mean and be who you are.

2010-12-27 21:10

[illegible]

2010-12-28 09:38

[illegible]

2010-12-28 10:24

[illegible]

[illegible]
http://sinaurl.cn/ht4Oy

2009-9-13 07:17

[illegible]500[illegible]

2009-9-19 10:13

[illegible]plurk[illegible]Alvin Woon[illegible]
http://sinaurl.cn/h6U5J[illegible]
Plurk[illegible]Alvin[illegible]Plurk[illegible]

2009-12-19 06:08

[illegible]Dan Doctoroff[illegible]6[illegible]

2010-5-5 08:46

[illegible]“[illegible]”[illegible]Ron Wayne[illegible]2300[illegible]23[illegible]100[illegible]
http://sinaurl.cn/7PrAf

2010-6-9 06:09

[illegible]20[illegible]

@[illegible]

2010-6-16 13:49

[illegible]Marc Andressen[illegible]“Often wrong, never in doubt.”[illegible]Marc[illegible]Netscape[illegible]Opsware[illegible]Ning[illegible]eBay[illegible]Skype[illegible]



2010-11-1 10:39

[illegible]“[illegible]‘[illegible]’[illegible]”Marc Andressen[illegible]Mosaic[illegible]Jim Clark[illegible]



2010-11-1 14:03

[illegible]1[illegible]Vint Cerf——[illegible]TCP/IP[illegible]

2010-11-15 12:23

[illegible]2[illegible]Scott Fahlman——[illegible]CMU[illegible]LISP[illegible]AI[illegible]symbolic[illegible]

2010-11-15 12:25

[illegible]3[illegible]Marc Andreessen——[illegible]SGI[illegible]Marc[illegible]Opsware[illegible]16[illegible]HP[illegible]Andreessen & Horowitz[illegible]Marc[illegible]

2010-11-15 12:30

[illegible]4[illegible]Larry & Sergey——[illegible]“[illegible]”[illegible]5[illegible]——[illegible]6[illegible]——[illegible]7[illegible]——[illegible]

2010-11-15 12:36

[illegible]

[illegible]

2009-9-18 22:46

[illegible]

2009-9-19 07:58

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2009-11-5 21:58

[illegible]“Changing”[illegible]

2009-12-7 22:11

[illegible]“[illegible]”[illegible]

2009-12-7 22:13

[illegible]101[illegible]1[illegible]2[illegible]3[illegible]4[illegible]XBOX-360[illegible]5[illegible]

2009-12-12 09:38

[illegible]

2010-3-12 05:50

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2010-8-12 21:21

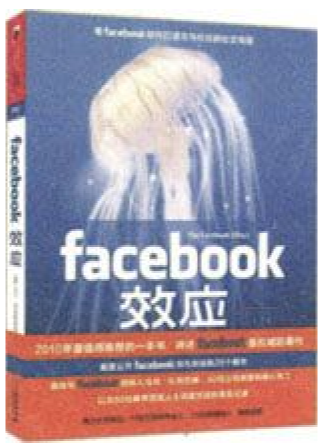
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2010-10-3 08:50

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2010-11-16 09:57

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2010-11-16 20:08

[illegible]1[illegible]Facebook[illegible]2[illegible]“[illegible]”——[illegible]

2010-11-21 11:49

[illegible]

@[illegible]“Angry Birds”[illegible]10[illegible]800[illegible]



2010-12-12 11:12

[illegible]1[illegible]2[illegible]3[illegible]iPad[illegible]4[illegible]

2010-7-26 07:44

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2009-8-28 16:16

[illegible]……[illegible]

2009-8-30 15:19

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2009-9-7 04:01

[illegible]lounge[illegible]30[illegible]

2009-9-12 08:10

[illegible]co-ed[illegible]……[illegible]

2009-9-12 08:17

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

2009-10-12 09:09

[illegible]

2009-10-8 08:08

[illegible]9:20[illegible]PC[illegible]……

2009-11-3 05:49

[illegible]

2009-11-26 20:15

[illegible] http://sinaurl.cn/hxKhb http://sinaurl.cn/hVHqh//@[illegible]

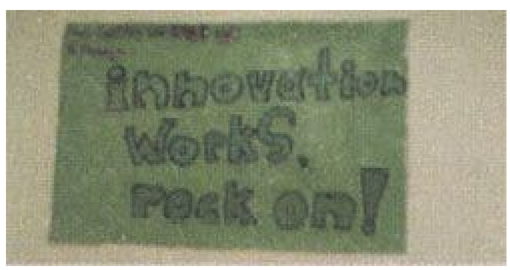
2009-11-27 08:02

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2010-1-8 19:46

[illegible]

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2010-2-11 21:26

[illegible]13[illegible]4[illegible]http://sinaurl.cn/hYoNM



[illegible]

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[illegible]

[illegible]B[illegible]A[illegible]A[illegible]

[illegible]MSN[illegible]

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2010-3-21 16:09

[illegible]



2010-6-20 18:35

[illegible]

[illegible]Basso 55[illegible]risotto[illegible]5[illegible]

2009-8-30 14:50

[illegible]Dunkin' Donuts[illegible]glazed[illegible]“[illegible]”[illegible]

2009-8-30 14:54

[illegible]Krispy Kreme[illegible]30[illegible]2[illegible]Mister Donut, Dunkin' Donut[illegible]Krispy Kreme[illegible]

2009-8-30 15:00

[illegible]Mister Donut[illegible]Mochi[illegible]

2009-8-30 15:10

[illegible]1[illegible]2[illegible]Gyro[illegible]3[illegible]4[illegible]pastrami[illegible]5[illegible]ricotta cheese[illegible]

2009-10-7 10:03

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2009-10-8 08:14

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2009-10-8 08:26

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2009-10-8 08:48

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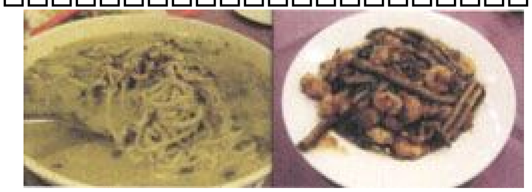
2010-3-14 17:05

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2010-4-4 12:56

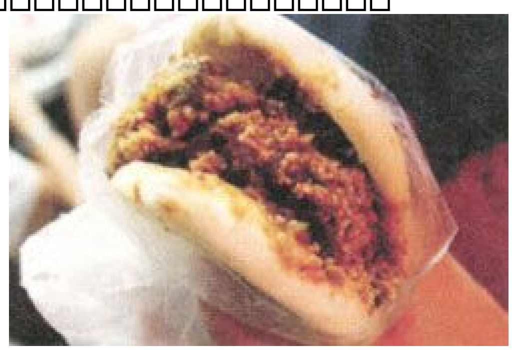


[illegible] 1 [illegible] —— [illegible] 2 [illegible] —— [illegible] 3 [illegible] 4 [illegible] 5 [illegible]



2010-10-3　21:39

[illegible] —— [illegible] 1 [illegible] 2 [illegible] 3 [illegible]



2010-10-3　21:46

[illegible] Mister Donut [illegible] QQ [illegible]



2010-10-4　16:17

[illegible]——[illegible]



2010-10-4 20:12

[illegible]——[illegible]“[illegible]”[illegible]



2010-10-5 17:07

[illegible]——“[illegible]”[illegible]



2010-10-6 12:23

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2010-10-6 12:25

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2010-10-7 17:20

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2009-8-29 17:01

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2009-9-1 22:55

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2009-9-27 06:01

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2009-10-4 09:42

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2009-10-4 09:47

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2009-10-4 09:51

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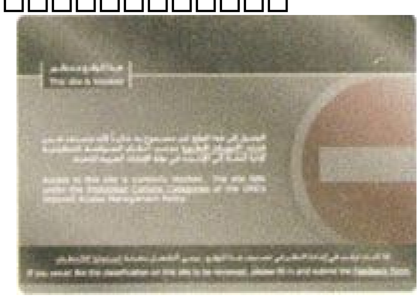
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2010-3-7 21:05

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2010-3-7 21:19

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2010-5-2 10:29

[illegible]



2010-5-8 10:43

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2010-5-27 20:17

[illegible]



2010-5-27 21:12

[illegible]



2010-10-4 15:41

[illegible]

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2009-12-4 11:02

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2010-5-5 10:02

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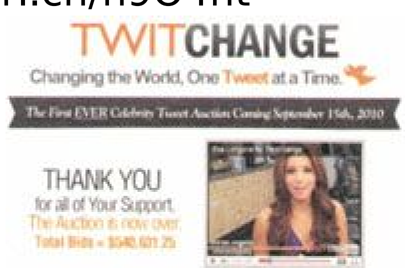
2010-10-27 21:25

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2010-3-10 09:13

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2010-10-2 09:00

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2010-10-31　15:53

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2010-11-2　09:36

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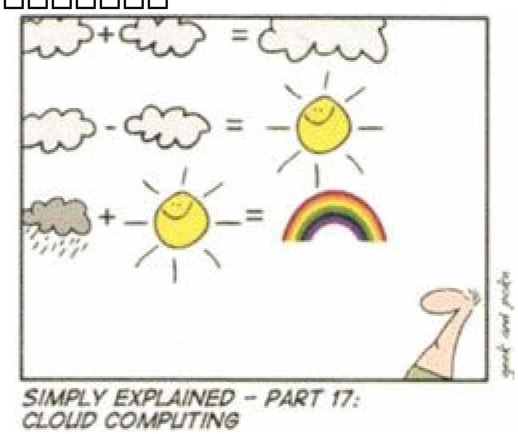
2010-11-8　11:37

2009-9-20 17:17

2009-9-20 18:13

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2009-11-22 21:15

“ ”



2010-2-2　21:41

[illegible]T[illegible]“[illegible]”[illegible]“[illegible]”

2010-5-15　15:32

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2010-10-21　15:01

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2010-11-13　14:36

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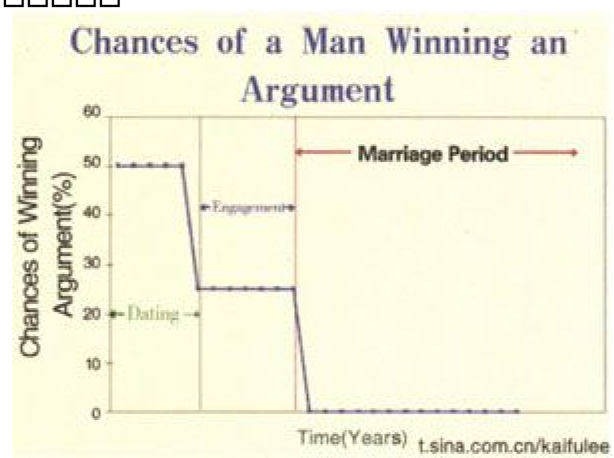
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2010-12-20 20:31

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附录二 APPENDIX TWO

新浪、腾讯推荐名博


悠哉中


蔡康永的
說話之道



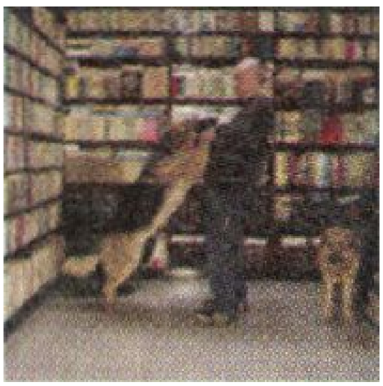




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李开复教你玩微博，140字改变世界

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